



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Luc, Inc.
25 Whitlock Place, SW
#201
Marietta, GA 30064-3142

Contract # 324485

Schedule Dates 10/08/12-10/14/12
Advertiser Pol/Critz M/D/Con/PA (12930)
Agency Luc, Inc. (2895)
Product Political - Federal Candidate (1067)
Brand POL/M CRITZ/D/CON/PA 10/5 (81619)
Salesperson Telerep/Atlanta, Atlanta (1044)
Sales Office Telerep/Atlanta
Buyer Name MILLS,AMY
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments 2431
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 07/27/12
Last Modified 09/21/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06256119
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,724.25
Net Total \$26,770.75
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Oct. 2012
Grand Total:
Spots 41
Rate \$31,495.00
\$31,495.00

(Signature)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / Spot	10/08/12-10/12/12	5	:30	5:59A- Channel 11 News 6am	1								1			Pittsburgh (WPXI)	NEWS 6-7A/1	7/27/12
1.1	Normal Line / Spot	10/08/12-10/12/12	5	:30	5:59A- Channel 11 News 6am	2	X	X	X	X	X			2	\$795.00	\$1,590.00	Pittsburgh (WPXI)	NEWS 6-7A/1	9/21/12
2.0	Revised Line / Spot	10/09/12-10/11/12	5	:30	7A- 8A (EST)				1	1	1						Pittsburgh (WPXI)	TODAY 7-8A/2	7/27/12
2.1	Normal Line / Spot	10/08/12-10/12/12	5	:30	7A- 8A (EST)	3	X	X	X	X	X			3	\$620.00	\$1,860.00	Pittsburgh (WPXI)	TODAY 7-8A/2	9/21/12
3.0	Revised Line / Spot	10/12/12-10/12/12	5	:30	8A- 9A (EST)								1				Pittsburgh (WPXI)	TODAY 8A-9A/3	7/27/12
3.1	Normal Line / Spot	10/08/12-10/12/12	5	:30	8A- 9A (EST)	1	X	X	X	X	X			1	\$570.00	\$570.00	Pittsburgh (WPXI)	TODAY 8A-9A/3	9/21/12
4.0	Revised Line / Spot	10/08/12-10/10/12	5	:30	9A- Today Show 9a			1		1							Pittsburgh (WPXI)	TODAY 9-10A/4	7/27/12
4.1	Normal Line / Spot	10/08/12-10/12/12	5	:30	9A- Today Show 9a	2	X	X	X	X	X			2	\$395.00	\$790.00	Pittsburgh (WPXI)	TODAY 9-10A/4	9/21/12
5.0	Normal Line / Spot	10/13/12-10/13/12	5	:30	8A- 10:30A (EST)							1		1	\$370.00	\$370.00	Pittsburgh (WPXI)	NEWS 8-1030A/5	7/27/12
6.0	Normal Line / Spot	10/14/12-10/14/12	5	:30	5:30A- 8A (EST)								1	1	\$345.00	\$345.00	Pittsburgh (WPXI)	NEWS 530-8A/6	7/27/12
7.0	Normal Line / Spot	10/14/12-10/14/12	5	:30	8A- 10A (EST)								1	1	\$370.00	\$370.00	Pittsburgh (WPXI)	NEWS 8A-10A/7	7/27/12
8.0	Revised Line / Spot	10/09/12-10/11/12	5	:30	10A- Ellen			1	1	1							Pittsburgh (WPXI)	ELLEN/8	7/27/12
8.1	Normal Line / Spot	10/08/12-10/12/12	5	:30	10A- Ellen	3	X	X	X	X	X			3	\$345.00	\$1,035.00	Pittsburgh (WPXI)	ELLEN/8	9/21/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

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Comments:

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Net Total \$26,770.75
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month

Spots	Rate
41	\$31,495.00
Grand Total:	\$31,495.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
9.0	Revised Line / Spot	10/08/12-10/12/12	5	:30	11:59A- Channel 11 News At Noon	1					1			1			Pittsburgh (WPXI)	NOON NEWS/9	7/27/12
9.1	Normal Line / Spot	10/08/12-10/12/12	5	:30	11:59A- Channel 11 News At Noon	3	X	X	X	X	X			3	\$370.00	\$1,110.00	Pittsburgh (WPXI)	NOON NEWS/9	9/21/12
10.0	Revised Line / Spot	10/10/12-10/10/12	5	:30	2:58P- Days Of Our Lives	1				1				1			Pittsburgh (WPXI)	DAYS OUR LIVES/10	7/27/12
10.1	Normal Line / Spot	10/08/12-10/12/12	5	:30	2:58P- Days Of Our Lives	1	X	X	X	X	X			1	\$495.00	\$495.00	Pittsburgh (WPXI)	DAYS OUR LIVES/10	9/21/12
11.0	Revised Line / Spot	10/08/12-10/12/12	5	:30	4P- Judge Judy 4p	1								1			Pittsburgh (WPXI)	JUDY 4-430P/11	7/27/12
11.1	Normal Line / Spot	10/08/12-10/12/12	5	:30	4P- Judge Judy 4p	2	X	X	X	X	X			2	\$395.00	\$790.00	Pittsburgh (WPXI)	JUDY 4-430P/11	9/21/12
12.0	Normal Line / Spot	10/09/12-10/11/12	5	:30	4:29P- Judge Judy 430p	1					1			1	\$495.00		Pittsburgh (WPXI)	JUDGE JUDY 430-5P/12	7/27/12
12.0.1	Closed Preempt	10/11/12															Pittsburgh (WPXI)	No Avail/Exception	
12.0.2	Closed Preempt	10/09/12															Pittsburgh (WPXI)	Advertiser Instructions/Spot	
13.0	Revised Line / Spot	10/10/12-10/12/12	5	:30	5P- 5:30P (EST)	1					1			1			Pittsburgh (WPXI)	NEWS 5-530P/13	7/27/12
13.1	Normal Line / Spot	10/08/12-10/12/12	5	:30	5P- 5:30P (EST)	2	X	X	X	X	X			2	\$795.00	\$1,590.00	Pittsburgh (WPXI)	NEWS 5-530P/13	9/21/12
14.0	Revised Line / Spot	10/09/12-10/11/12	5	:30	5:30P- 6P (EST)	1					1			1			Pittsburgh (WPXI)	NEWS 530-6P/14	7/27/12

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By Broadcast Month
Oct. 2012 41 \$31,495.00
Grand Total: 41 \$31,495.00

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14.1	Normal Line / Spot	10/08/12-10/12/12	5	:30	5:30P- 6P (EST)	2	X	X	X	X	X			2	\$795.00	\$1,590.00	Pittsburgh (WPXI)	NEWS 530-6P/14	9/21/12
15.0	Revised Line / Spot	10/08/12-10/12/12	5	:30	5:58P- Channel 11 News At 5pm M-F	1			1								Pittsburgh (WPXI)	NEWS 6-630P/15	7/27/12
15.1	Normal Line / Spot	10/08/12-10/12/12	5	:30	5:58P- Channel 11 News At 5pm M-F	3	X	X	X	X	X			3	\$995.00	\$2,985.00	Pittsburgh (WPXI)	NEWS 6-630P/15	9/21/12
16.0	Normal Line / Spot	10/14/12-10/14/12	5	:30	6P- CHANNEL 11 NEWS	1							1	1	\$670.00	\$670.00	Pittsburgh (WPXI)	NEWS 6-630P/16	7/27/12
17.0	Revised Line / Spot	10/09/12-10/11/12	5	:30	6:59P- Jeopardy	1		1									Pittsburgh (WPXI)	JEOP 7-730P/17	7/27/12
17.1	Normal Line / Spot	10/08/12-10/12/12	5	:30	6:59P- Jeopardy	2	X	X	X	X	X			2	\$1,645.00	\$3,290.00	Pittsburgh (WPXI)	JEOP 7-730P/17	9/21/12
18.0	Revised Line / Spot	10/08/12-10/10/12	5	:30	7:30P- WHEEL OF FORTUNE	1			1								Pittsburgh (WPXI)	WHEEL 730P/18	7/27/12
18.1	Normal Line / Spot	10/08/12-10/12/12	5	:30	7:30P- WHEEL OF FORTUNE	2	X	X	X	X	X			2	\$1,645.00	\$3,290.00	Pittsburgh (WPXI)	WHEEL 730P/18	9/21/12
19.0	Normal Line / Spot	10/13/12-10/13/12	5	:30	7P- Jerome Bettis 7-730P	1						1		1	\$670.00	\$670.00	Pittsburgh (WPXI)	BETTIS 7-730P/	7/27/12
20.0	Normal Line / Spot	10/13/12-10/13/12	5	:30	7:30P- 8P (EST)	1						1		1	\$570.00	\$570.00	Pittsburgh (WPXI)	HOLD FOR JEOP 730-8P/	7/27/12
21.0	Revised Line / Spot	10/09/12-10/12/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P	1		1									Pittsburgh (WPXI)	LATE NEWS/21	7/27/12
21.1	Normal Line / Spot	10/08/12-10/12/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P	2	X	X	X	X	X			2	\$1,995.00	\$3,990.00	Pittsburgh (WPXI)	LATE NEWS/21	9/21/12

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22.0	Revised Line / Spot	10/08/12-10/11/12	5	:30	11:34P- TONIGHT SHOW	1				1				2	\$670.00	\$1,340.00	Pittsburgh (WPXI)	TONIGHT/22	7/27/12
22.1	Normal Line / Spot	10/08/12-10/12/12	5	:30	11:34P- TONIGHT SHOW	2	X	X	X	X	X			1	\$1,195.00	\$1,195.00	Pittsburgh (WPXI)	TONIGHT/22	9/21/12
23.0	Normal Line / Spot	10/13/12-10/13/12	5	:30	11:29P- NBC SATURDAY NIGHT LIVE							1		1	\$495.00	\$495.00	Pittsburgh (WPXI)	SAT NITE LIVE/23	7/27/12
24.0	M/G For 12.0.1 / Spot	10/11/12-10/11/12	5	:30	4:29P- Judge Judy 430p					1				1	\$495.00	\$495.00	Pittsburgh (WPXI)	JUDGE JUDY 430-5P/12	9/20/12
24.1	M/G For 12.0.1 / Spot	10/08/12-10/12/12	5	:30	4:29P- Judge Judy 430p	2	X	X	X	X	X			2	\$495.00	\$990.00	Pittsburgh (WPXI)	JUDGE JUDY 430-5P/12	9/21/12

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